**Course title:** Business Chinese  
**Course code:** CHIN 3011 SACS  
**Programs offering course:** Accelerated Chinese Language, Business, Language and Culture, China in a Global Context  
**Language of instruction:** Chinese  
**U.S. semester credits:** 3.00  
**Contact hours:** 45.00  
**Term:** Spring 2021

**Course Description**

This course focuses on increasing students' knowledge of modern Chinese business including its business environment, traditions, and culture; improving students' ability of reading business related articles, and teaching students how to use Chinese to express their opinions on business topics through speaking.

**Learning Objectives**

By completing this course, students will:

- Examine and analyze modern business-related Chinese materials.  
- Improve usage of Chinese language in the work place.  
- Improve abilities to read business documents and communicate with business vocabulary and terminology.

**Course Prerequisites**

Students are required to have four semesters of college-level Chinese language study, or have the consent of the instructor.

**Methods of Instruction**

Students will improve their ability of listening, speaking, reading Chinese through learning cases of multinational companies in China. In this course, professor will focus on the issue of multinational companies' localization, and also ask students collect information, analyze specific cases, make oral presentation in accordance with this issue.

**Assessment and Final Grade**

1. Homework  
2. Quizzes  
3. Mid-term Exam  
4. Final Exam  
5. Participation  
**TOTAL**  
10%  
30%  
20%  
20%  
20%  
100%

**Course Requirements**

**Homework**

Homework is assigned on a daily base, and it is important that you hand in your homework on time. Late homework will be marked down 1 point (out of 10) on each assignment grade, and missing homework will bring down the final course grade 0.5% per assignment up to 20%.

**Quizzes**

Quizzes are given nearly every Unit, and typically take the form of dictations, in which you are asked to write Chinese characters, Pinyin, and/or English for words or sentences. No make-up quizzes are allowed.
Mid-term Exam
Final Exam

There will be a mid-term and a final exam. The exam will take the form in which you are asked to make a presentation by the topic given by the instructor about the business cases that have learned.

Participation

Your attendance and active participation in each class session is essential for a successful language course. It is important that you come to class well-prepared. Attendance is worth 10% and participation is worth another 10% of your final grade. Participation means both physical attendance and active engagement in class. Your final grade will be reduced 1% per day of unexcused absences in language classes, or 0.5% per class, up to 10%. You are allowed one day of unexcused absences without affecting your attendance grade. Absences may be excused in the event of a medical necessity or family emergency. In such cases, you may request an Excused Absence Form from the CIEE office. First submit the form to the head language instructor for her or his approval and signature, prior to submitting the completed form, together with a note from the attending physician or other supporting documentation, for approval from the Language Director. Absence for 3 weeks of Chinese classes or more may result in failure of the course.

Attendance

Regular class attendance is required throughout the program, and all absences will result in a lower participation grade for any affected CIEE course. Due to the intensive schedules for Open Campus and Short Term programs, absences that constitute more than 10% of the total course will result in a written warning.

Students who transfer from one CIEE class to another during the add/drop period will not be considered absent from the first session(s) of their new class, provided they were marked present for the first session(s) of their original class. Otherwise, the absence(s) from the original class carry over to the new class and count against the grade in that class.

For CIEE classes, excessively tardy (over 15 minutes late) students must be marked absent.

Attendance policies also apply to any required co-curricular class excursion or event, as well as to any required field placement. Students may not miss placement/work hours at an internship or service learning site unless approved in advance by the Academic Director and placement supervisor. All students must complete all of the requisite 100 minimum work hours on site at the internship or service learning placement to be eligible for academic credit.

Students who miss class for personal travel, including unforeseen delays that arise as a result of personal travel, will be marked as absent. No make-up or re-sit opportunity will be provided.

Attendance policies also apply to any required class excursion, with the exception that some class excursions cannot accommodate any tardiness, and students risk being marked as absent if they fail to be present at the appointed time.

Absences for classes will lead to the following penalties:
N.B. Course schedule is subject to change due to study tours, excursions, or local holidays. Final schedules will be included in the final syllabus provided to students on site.

**Weekly Schedule**

**Week 1**
Class: 1.1.
- Class Introduction

Class: 1.2.
- Unit 1: KFC’s Sinofication
  - Warm-up
  - Read and discuss Part.1

**Week 2**
Class: 2.1.
- Unit 1: KFC’s Sinofication
  - Read and discuss Part.2,3

Class: 2.2.
- Unit 1: KFC’s Sinofication
  - Exercises and activities

**Week 3**
Class: 3.1.
- Quiz 1

Class: 3.2.
- Unit 2: IKEA's Luxurious “Low-price Products”
  - Warm-up
  - Read and discuss Part.1

**Week 4**
Week 5
Class: 5.1
Fieldtrip: Visit IKEA in Shanghai

Class: 5.2
Mid-term Exam

Week 6
Class: 6.1
Unit 3: Starbucks’ Third Place
Warm-up
Read and discuss Part.1

Class: 6.2
Unit 3: Starbucks’ Third Place
Read and discuss Part.2,3

Week 7
Class: 7.1
Unit 3: Starbucks’ Third Place
Exercises and activities

Class: 7.2
Fieldtrip: Visit Starbucks Reserve Roastery in Shanghai

Week 8
Class: 8.1
Quiz 2

Class: 8.2
Unit 4: Sam’s Club in Beijing
Warm-up
Read and discuss Part.1

Week 9
Class: 9.1
Unit 4: Sam’s Club in Beijing
Read and discuss Part.2,3

Class: 9.2  .

Unit 4: Sam's Club in Beijing

Exercises and activities

**Week 10**
Class: 10.1  .

Fieldtrip: Visit Hema Market in Shanghai

Class: 10.2  .

Quiz 3

**Week 11**
Class: 11.1  .

Unit 5: P&G's Brand Strategy

Warm-up

Read and discuss Part.1

Class: 11.2  .

Unit 5: P&G's Brand Strategy

Read and discuss Part.2,3

**Week 12**
Class: 12.1  .

Unit 5: P&G's Brand Strategy

Exercises and activities

Class: 12.2  .

Final exam

**Course Materials**

**Readings**
